

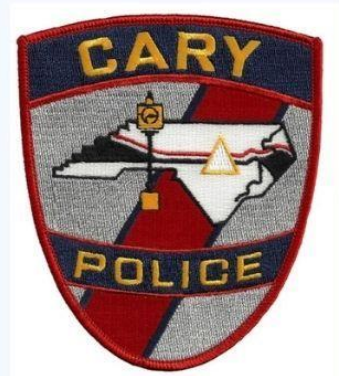
Cary Police Department



Media & Public  
Information

# Communications Planning

*Telling the Story of Cary PD*



# **Town of Cary Police Department**

## **Vision**

*Providing Safety through Excellence*

## **Mission**

*Partnering with the community, the Town of Cary Police Department will provide exemplary policing to ensure that Cary, North Carolina remains one of the nation's safest communities.*

## **COMMUNICATIONS PLAN**

A communications plan is a document used to align public information activities with the goals, objectives, and key messages of the department. The plan prioritizes needs, identifies audiences, determines the message and how it is delivered, and measures whether the effort was successful.

The plan is assessed and updated annually and includes measurable objectives and outcomes.

## **HISTORY OF PUBLIC INFORMATION**

Public information in the Town of Cary was originally centralized within the Town Manager's Office and led by the Town Public Information Officer and several Deputy Public Information Officers (PIOs) working with various departments throughout the town.

PIO functions throughout the town were decentralized when Town Manager, Sean Stegall disbanded the Public Information Office, and a Deputy PIO was assigned to the Police Department. In 2020, Lieutenant John Reeves was assigned as the Public Relations Officer by former Chief of Police Toni Dezomits. This was the first time a sworn officer was assigned full-time public information-related tasks, leading to the creation of the Office of Media & Public Information.

## **MEDIA & PUBLIC INFORMATION MISSION: Telling the Story of the Cary Police Department**

### **GOALS**

To inform, educate and engage residents and stakeholders about the department's responsibilities, services, and results.

### **STRUCTURE**

The Media & Public Information office is currently composed of one Public Information Officer, with a focus on four Centers of Excellence:

1. Mass and Targeted Communications
2. Digital and Multimedia Communications
3. Web Services
4. Community Relations

## COMMUNICATIONS PRINCIPLES

The following core principles guide how the Media & Public Information office engages internal and external audiences and customers.

We will communicate:

- **Timely:** We will communicate what we know when we know it.
- **Openly:** We will provide all public information in a way that's easy to access and understand.
- **Proactively:** We will engage the community and stakeholders before being asked to provide information and determine future needs.

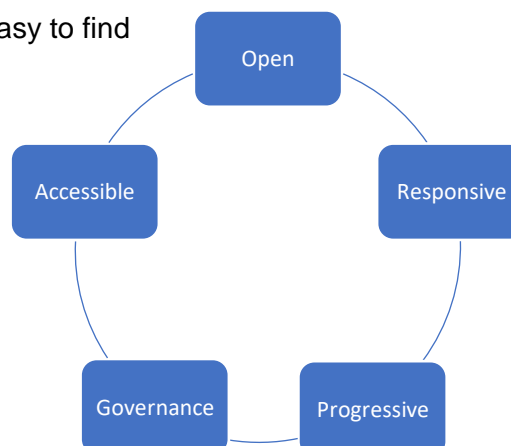
## AUDIENCES: INTERNAL, EXTERNAL, & OTHER STAKEHOLDERS

- Community Partners
- Police Department Employees
- Town of Cary Employees
- Town Manager's Office
- Mayor and Town Council
- Town of Cary Residents
- Media Outlets

## COMMUNICATION VALUES

Communication will consist of a continuum of information that is connected and consistently:

- **Open** – Provides for department transparency
- **Responsive** – Responds quickly to change
- **Progressive** – Embrace change and look for ways to innovate
- **Governance** – Setting clear goals and written ways to provide information
- **Accessible** – Make information easy to find



## **COMMUNICATION STRATEGY & RESOURCES**

Media and Public Relations office will provide services and resources for the following efforts.

### **DIRECT COMMUNICATIONS**

Strategy: Provide important, timely, and accurate information to residents and stakeholders using a variety of communication channels.

Action Steps:

- Provide department information via the web, social media, and local news media
- Stream department functions online via Facebook & YouTube
- Respond to public records requests
- Develop department branding and marketing strategy
- Utilize video, digital, and multimedia content to enhance communication
- Design and produce printed materials
- Manage events
- Develop marketing and advertisement campaigns for the department
- Help maintain weekly status updates on the Salesforce platform

### **INTERNAL & EXTERNAL COMMUNICATIONS:**

Strategy: Provide important, timely, and accurate information to all department employees and external stakeholders using a variety of communication channels.

Action Steps:

- Send “PD\_All” emails as the primary channel to continually communicate information to department staff.
- Use digital and multimedia (video, streamed content, etc.) channels – video, streaming content, etc. – to create compelling creative content.
- Create a quarterly online Outlook Magazine, an employee print publication that highlights the stories that affect the staff.
- Proactively use department social media accounts including Facebook, Twitter, Nextdoor, etc.
- Monitor media requests and send a monthly email-based inquiry summary to Command Staff.

## WEB SERVICES:

Strategy: Use the department's website to communicate department information to the community and department staff.

### Action Steps:

- Post external information to the PD section of the Town of Cary website following best practices.
- Post internal information to the OneCary Salesforce platform to share employee news town-wide.
- Utilize video, digital and multimedia content to support and enhance communication.
- Develop and maintain strong relationships with Marketing & Information Technology department to improve marketing strategies and resolve technical problems.

## SOCIAL MEDIA

Strategy: Use the department's social media platforms to communicate department information to the community, department staff, and Town of Cary staff members.

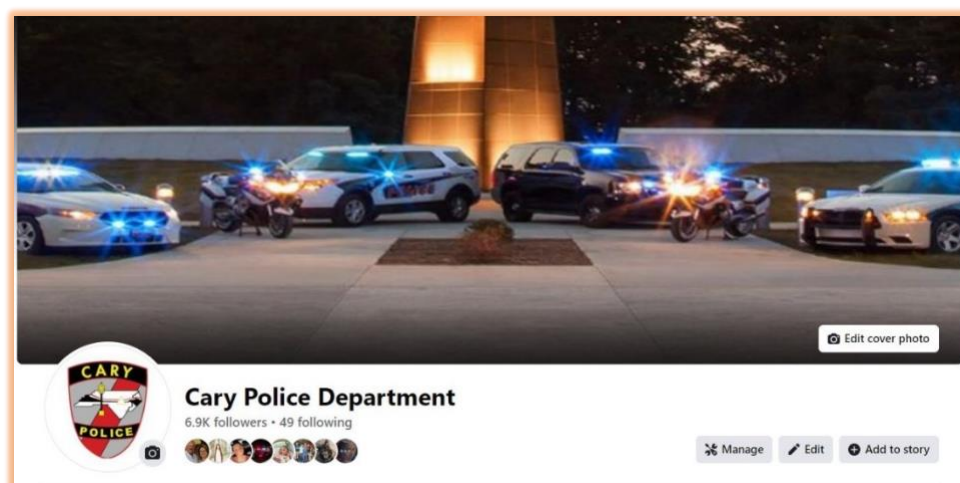
### Action Steps:

- Share external information via the department's social media accounts following best practices, the Town of Cary's social media policy, and tailoring our messages towards targeted audiences.
- Utilize video, digital and multimedia content to support and enhance communication.
- Manage content published by contributors both within and outside the department.
- Annually review and/or update the Town of Cary's social media policy. Copy included in the appendix.

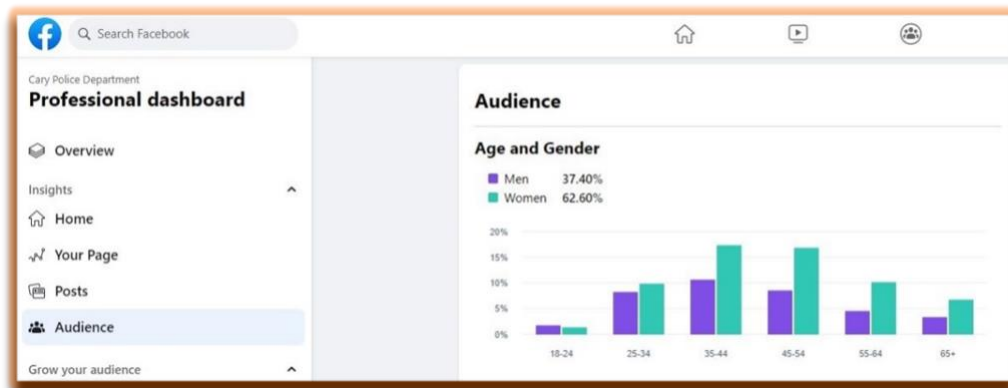
## PLATFORMS USED:

### 1. Facebook

Facebook is the department's most utilized platform. As of August 1, 2022, this platform has a following of 6,990 with 110 new followers added in July 2022. Women make up the largest audience at 62.6% with men at 37.4%.







There are 10 contributors to the Facebook platform with either partial or full access to administrative functions. Contributors with partial access can publish and edit content. Contributors with full access can publish and edit content and can also add or remove contributors from the page. Once removed, former contributors may still view and comment on content. As of August 2022, contributors to the platform are:

- (a) Kenric Alexander (full access)
- (b) John Reeves (full access)
- (c) Jennifer Warner (full access)
- (d) Glen Baity (full access)
- (e) Tim Babiasz (full access)
- (f) Roman Ramsey (full access)
- (g) Steve Wilkins (partial access)
- (h) Patrick Fox (partial access)
- (i) Savanna Click (partial access)
- (j) Carolyn Roman (partial access)

## 2. Twitter

Twitter is primarily used as an alert system. There are 4,237 followers and tweets are used to advise followers of emergency events having a temporary effect such as road closures, or shelter-in-place alerts.

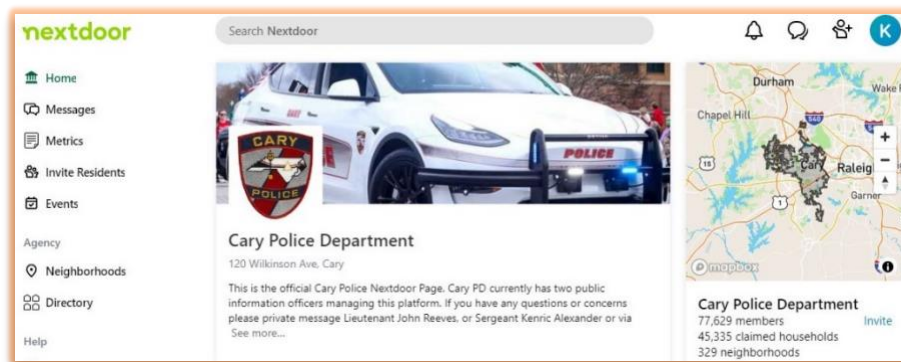


Contributors to the Twitter platform are:

- a) Kenric Alexander
- b) John Reeves
- c) Carolyn Roman

### 3. Nextdoor

Nextdoor is primarily used as an alert system. There are 77,629 followers covering 329 neighborhoods. Posts are used to advise followers of emergency events having a temporary effect such as road closures, or shelter-in-place alerts. Posts are also used to notify followers of safety and quality of life issues such as break-ins, road closures, and noise complaints.



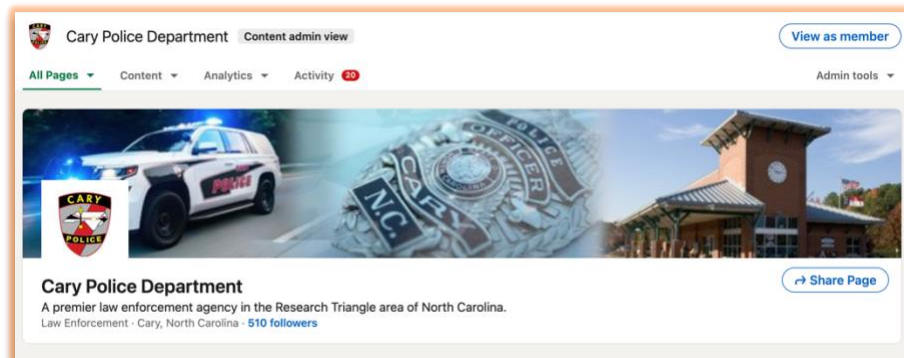
Contributors to the Nextdoor platform are:

- a) Kenric Alexander
- b) John Reeves
- c) Dustin Wright
- d) Chuck Haggist



#### 4. LinkedIn

The Media & Public Information office recently took over the primary maintenance of this platform. Previously this platform was maintained by Professional Standards and Recruiting to promote the department's recruiting and talent acquisition efforts. There are currently 510 followers on this platform as of August 2022.



Contributors to the LinkedIn platform are:

- a) Kenric Alexander
- b) Armando Bake

## MEDIA RELATIONS

Strategy: To be responsive, timely, and accurate regarding media inquiries, proactively promote department information as media stories, and seek media coverage for special events and programs.

Action Steps:

- Regularly meet in person with all media outlets to develop strong working relationships and create an accurate and complete list of media contacts.
- Distribute news releases to the Media Contacts distribution list.
- Direct communication with reporters in person, by telephone, email, etc. to deliver information, discuss stories, and schedule interviews.
- Hold one-on-one meetings with department and town stakeholders to develop and plan media strategies.
- Conduct media relations training for department staff.
- Collect and document all media inquiries and deliver monthly media inquiry summaries to the Chief's office.

## **COMMUNITY RELATIONS:**

Strategy: Encourage proactive community engagement with department staff. Community engagement campaigns will encourage increased awareness, transparency, and citizen participation. Community engagement activities will be centered around departmental initiatives and delivered based on community interest.

### **Action Steps:**

- Implement strategic community relations plan to guide current and future efforts.
- Hold community meetings and meet with key stakeholders relating to department initiatives.
- Speak to groups and organizations proactively and regularly about department services.
- Help plan and conduct community meetings as needed.
- Communicate using direct communications methods tailoring outreach to fit all demographic groups.
- Help plan and execute special events and facilitation as needed.

## **HOW WE MEASURE SUCCESS**

Media & Public Information office will annually measure its internal and external performance in multiple ways, including:

- Key performance indicators provide service level measures of our activities.
- Customer Satisfaction Survey results that give detailed employee feedback about Public Information.
- Employee Climate Survey results reflect employee satisfaction with communication efforts.

## **SUMMARY**

The Town of Cary is continually growing and developing. Information is fluid and must be constantly updated to be effective. The communications strategy for the police department will continuously align with the goals outlined in the police department's strategic plan as well as the Town of Cary 2040 plan.

In addition to annually updating this plan, we will meet with the Office of the Chief of Police to determine specific communication needs and engagement strategies that will be incorporated into this plan as they are established.



# SOCIAL MEDIA GUIDELINES

 [RSS](#)   Font Size:    [Share & Bookmark](#)    [Feedback](#)    [Print](#)

Our social media sites are family-friendly forums dedicated to informing you of relevant programs, services, activities and initiatives of the Town of Cary, so please keep your comments and wall posts clean. Comments posted to the pages will be monitored, and posters are asked to follow the Town's posting guidelines. Posts found in violation of the guidelines will be removed.

By posting to the Town of Cary's social media pages, you accept and consent to the following:

- Comments and submissions must be topically related to the specific post.
- No graphic, obscene, explicit or racial comments or submissions.
- No comments that are abusive, threatening or intended to disparage or defame anyone or any organization.
- No solicitations or advertisements, promotions or endorsements of commercial services or products.
- No posts about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights.
- No copyrighted or trademarked words, images or graphics; items posted on the sites should be owned by the user. All items posted by the Town of Cary are official materials of the Town of Cary, NC local government.
- No comment, photo or video posts that suggest or encourage illegal activity.
- No documents of any kind.
- No posts that support or oppose political candidates or ballot propositions.
- Contact the Town of Cary team at [townofcary@townofcary.org](mailto:townofcary@townofcary.org) if you believe a post has been mistakenly filtered.
- If you have questions or feedback about any of the Town of Cary's social media channels, or believe a post has been mistakenly filtered, contact us via direct message on any of the platforms, or dial 311 from within Town limits, (919) 469-4000 outside Cary, or by email at [311@townofcary.org](mailto:311@townofcary.org).
- Participate at your own risk, taking personal responsibility for your posts, your username and any information provided.

The appearance of external links or the use of third-party applications on our social media sites does not constitute official endorsement by the Town of Cary. Our social media sites are monitored on Town of Cary workdays during regular business hours. Our goal is to respond to posts as needed within one business day.

Posts to Town of Cary social media sites are subject to the North Carolina Public Records Act and subject to inspection and copying by the public as stipulated therein.